We Claim:

1.   A method of providing lifestyle specific information over a global computer network, said method comprising the steps of:

providing a remote computer having a memory, wherein the memory has

5   stored therein one or more data searching programs and a plurality of modules, each module comprising a plurality of data structures, wherein the data structures comprise data, and wherein the data of each of said plurality of data structures of each of said modules is directed to the specific needs of one known population demographic;

providing a graphical user interface in communication with the remote

10   computer, said graphical user interface enabling a user to search each of the modules for desired information;

receiving, using the remote computer, a request from a member of the demographic to search the contents of one of the plurality of modules for information of interest to said member;

15   searching, using the one or more data searching programs, one or more data structures of said module for data representative of the desired information;

finding, using the one or more data searching programs, data representative of the desired information; and

transmitting, using a computer, said data to the requesting member.

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2.   The method of claim 1, wherein a first one of said plurality of modules comprises information relating to world travel.

3. The method of claim 2, wherein a first data structure of said first module includes data comprising flight schedules.

5 4. The method of claim 3, wherein a second data structure of said module comprises data about travel tours.

5. The method of claim 2, wherein a second one of said plurality of modules comprises multi-media presentations.

10 6. The method of claim 5, wherein a first data structure of said second module comprises streamable video data.

7. The method claim 6, wherein a second data structure of said second module 15 comprises audio data.

8. The method of claim 1, wherein the population demographic is determined by a known and specific lifestyle.

20 9. The method of claim 8, wherein the lifestyle is characterized by an interest in sports.

10.   An Internet-based service configured to provide a plurality of products and services tailored to a specific and known lifestyle, said lifestyle being determined by a logic program capable of analyzing personal information provided by a user and tailoring the service to filter out all products and services inconsistent with the lifestyle.

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11.   The service of claim 10, wherein the service is contained within one web site, and wherein a user can navigate from one product or service to another without ever leaving said web site.

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12.   The service of claim 11, wherein the web site is designed in real-time by the logic program.

13.   The service of claim 10, wherein the plurality of products and services comprises financial services.

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14.   The service of claim 10, wherein the plurality of products and services comprises communication services.

15.   The service of claim 10, wherein the plurality of products and services

20   comprises travel agency services.

16.   The service of claim 10, wherein the plurality of products and services comprises news reporting services.

17.   An Internet-based service configured to provide a plurality of products and
5   services tailored to a first specific and known lifestyle, wherein all information provided about said plurality of products and services is obtained from one web site configured to meet the needs of only said lifestyle.

18.   The service of claim 17, wherein the products and services are horizontally
10   linked by an identifier representing the known lifestyle.

19.   The service of claim 17, wherein the service can be configured by the remote user in accordance with user commands to provide products and services tailored to a second specific and known lifestyle.

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20.   A system for providing a lifestyle specific web site to a remote user comprising:

        a first graphical user interface configured to enable a user to design a lifestyle specific web site;

20   a central processing unit having a memory, said memory having stored therein a first data structure comprising a plurality of graphical user interfaces, each one of said graphical user interfaces being designed for a specific lifestyle; and

a search program in communication with the central processing unit, said

search program capable of searching said data structure and identifying a lifestyle specific

graphical user interface in accordance with instructions provided by a user through the first

graphical user interface.

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21.   The system of claim 20, wherein the first graphical user interface comprises a

drop-down menu having a list of lifestyles for a user to choose from, wherein each lifestyle

has associated therewith one or more unique lifestyle identifiers.

22.   The system of claim 20, wherein the first graphical user interface comprises a

form having data fields for insertion of information about the remote user.

23.   The system of claim 22, further comprising an algorithm capable of assigning

one or more unique lifestyle identifiers to the remote user based on the information

provided in the data fields.

24.   The system of claim 20, wherein the memory of the central processing unit

has further stored therein a data structure comprising a plurality of records of web sites that

provide products and services, each of said records including one or more unique lifestyle

20   identifiers associated therewith.

25. The system of claim 24, further comprising a search program capable of searching the plurality of records of the data structure and identifying one or more records having unique lifestyle identifiers associated therewith.